



1 Participants seeking to access their ESOP account via ESOPConnection™ will need to have a Multi Factor Authentication (“MFA”) app on their mobile phone. Authenticator apps are available on the Apple App Store and Google Play for free.

The Microsoft, Google, and DUO authenticator apps are identified by the symbols to the right.



2 Go to www.esopconnection.com/wincofoods or [Scan QR code](#). Once on the site, under **Password/Token Management**, click on **Click here** to have a password token emailed. Locate the *Welcome to ESOPConnection™* email containing the 9-digit registration token before continuing to step 3. **If the token comes back as expired, click “reset password token” in the box on the right and one will be emailed to you.**



3 To activate your account, enter your email address, the 9-digit token numbers included in your personalized Welcome to ESOPConnection™ email from Blue Ridge, the last four digits of your social security number, create a new password, confirm the new password, and click on **Complete Registration**.

Registration

You should have received a letter or email from your company with a registration token. This will enable you to create a new password associated with your email address so that you can log in. The email is required and is only used for login purposes and appropriate ESOP related communications, should you give permission to be notified.

Email

Token

Last 4 digits of SSN

New Password

Confirm New Password

- At least 8 characters
- Contains a number
- Contains a capital letter
- Contains a special character
- Both passwords match

4 Click on activate your account under **New Users**:

WinCo Employee Stock Ownership Plan

Login

Email Address

Password

Show Password

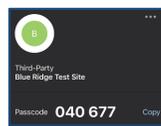
Actions

New Users
Please activate your account

Password/Token Management
Forgot your password or password token expired?
[Click here](#) to request a new password token.

Still having trouble logging in?
Please check the [Help Page](#)
or email Support at wincofoods@oneblueridge.com

5 Scan the QR code that is displayed on your screen. Enter the 6-digit authentication code from the authenticator app in the box below labeled “3”. Click **Finish Enrollment**.



(The code will look something like the above image, depending on your device and the app you choose.)

Multi-Factor Authentication Enrollment

ESOPConnection™ supports Multi-Factor Authentication (MFA), which means that even if someone accessed or guessed your password, they could not log into your account. Once your authenticator application is established, you must open the application and enter a six-digit code to complete the ESOPConnection™ log in. It is a simple process to secure your account. Please view this [Multi-Factor Authentication User Guide](#) to better assist you.

- 1. Install a two-factor authentication application**
Google Authenticator is available from the Apple App Store and Google Play for free. Other free authenticators may also be used (Microsoft, Duo, etc.). Download an authenticator app to your mobile phone now. Please note that the mobile device is only required for use of the authenticator app. You will still be able to log in and browse ESOPConnection™ on your computer after using your authenticator app to log in.
- 2. Configure the authenticator application**
After downloading the authenticator, scan the QR code below using an authenticator app. As an alternative to scanning the QR code, you may enter your email, key and replication noted below into the authenticator app.
- 3. Enter the 6-digit code from the mobile application**
Enter the six-digit code from the authenticator application into the box below and click finish enrollment.

Code

or Enter it manually

Email

Key

Application

Congratulations! You have activated your account!

If you have questions or need assistance setting up your account, please contact the Blue Ridge WinCo ESOP call center at **(434) 322-0445** or wincofoods@oneblueridge.com. The call center is available 8am - 9pm ET.